

CLAIMS

What is claimed is:

1 1. A method for providing multimedia content to a user over a network comprising:
2 providing, to a user computer, an icon adjacent to a directory entry where said
3 directory entry is to be included in a plurality of directories that are accessible over said
4 network;

5 determining if the user has indicated a preferred file format, if not, requesting that
6 the user indicate the preferred file format; and,

7 providing said multimedia content to the user computer in response to said user
8 selection of said icon, said multimedia content to be provided to the user computer in the
9 preferred file format.

1 2. The method of claim 1, wherein said network is the Internet and the multimedia
2 content includes a digitized video clip.

1 3. The method of claim 1, wherein said icon is a hypertext link that, when selected,
2 accesses said multimedia content, said multimedia content to be stored on a server that is
3 connected to said network.

1 4. The method of claim 1, wherein providing, to said user computer, the icon
2 adjacent to the directory entry comprises providing, to said user computer, the icon adjacent
3 to the directory entry using an Internet browser that is displaying one of said plurality of
4 directories containing contact information for a plurality of commercial entities.

5. The method of claim 1, wherein requesting that the user indicate the preferred file format comprises: displaying a plurality of format options in a separate occurrence of the Internet browser on said user computer in response to the user selecting said icon, and transmitting a cookie file to the user computer indicating the preferred file format.

6. The method of claim 1, wherein providing said multimedia content to the user computer in response to said user selection of said icon comprises streaming, to a separate occurrence of the Internet browser on the user computer, said multimedia content.

7. The method of claim 1, further comprising determining if the user computer includes a media player capable of displaying said preferred file format and, if not, providing said user with a hypertext link for downloading said media player over said network.

8. A system for providing multimedia content to a user over a network comprising:
a memory for storing instruction sequences;
a processor coupled to said memory, the processor to execute the stored instructions sequences;

wherein the stored instruction sequences cause the processor to (a) provide, to a user computer, an icon adjacent to a directory entry where said directory entry is to be included in a plurality of directories that are accessible over said network; (b) determine if the user has indicated a preferred file format, if not, request that the user indicate the preferred file format; and (c) provide said multimedia content to the user computer in

10 response to said user selection of said icon, said multimedia content to be provided to the
11 user in the preferred file format.

1 9. The system of claim 8, wherein said network is the Internet and the multimedia
2 content includes a digitized video clip.

1 10. The system of claim 8, wherein said icon is a hypertext link that, when selected,
2 causes an access of said multimedia content, said multimedia content to be stored on a server
3 that is connected to said network.

1 11. The system of claim 8, wherein in (a), said directory entry and said icon are
2 provided, to said user computer, using an Internet browser that is displaying one of said
3 plurality of directories containing contact information for a plurality of commercial entities.

1 12. The system of claim 8, wherein in (b), requesting that the user indicate the
2 preferred file format comprises: displaying a plurality of format options in a separate
3 occurrence of the Internet browser on said user computer in response to the user selecting
4 said icon, and transmitting a cookie file to the user computer indicating the preferred file
5 format.

1 13. The system of claim 8, wherein in (c), providing said multimedia content to the
2 user computer in response to said user selection of said icon comprises streaming, to a
3 separate occurrence of the Internet browser on the user computer, said multimedia content.

1 14. The system of claim 8, wherein the stored instruction sequences further cause
2 the processor to (d) determine if the user computer includes a media player capable of
3 displaying said preferred file format and, if not, providing said user with a hypertext link for
4 downloading said media player over said network.

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